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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/987,438	11/14/2001	John Wirth JR.	3584-6	6765

23117 7590 06/30/2005

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EXAMINER

JANVIER, JEAN D

ART UNIT	PAPER NUMBER
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3622

DATE MAILED: 06/30/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Response To Applicant's Amendments

The Examiner approves the new abstract of the disclosure. However, the new title is not approved. Here is a preferred or suggested title --**A Method And System For Using Direct Mail To Persuade Customers To Access And Place Orders On An E-Commerce Web Site--**.

In general, the amendments have introduced a new inventive concept. Indeed, original claims 20 and 34 recite "...wherein the step of comparing said mailing list potential customer's login name with said stored names further comprises for miss-keyed or misspelled entries in said stored names". Although it is clear that one can always type in, intentionally or by mistake, a misspelled login name to access information on a web site and the misspelled login name will normally be rejected in accordance with access rights or privileges associated with registered users, as understood in the art, however, **allowing access to information on the web site by matching the misspelled login name with a customer's name stored in a database of the web site is not well defined or established in the art and by itself represents a new inventive concept.**

Therefore, the newly amended claims are being withdrawn based on a constructive election by original presentation. Having said that, there are no claims left to be examined or prosecuted (See 37 CFR 1.142(b) and MPEP § 821.03. **And the Applicant is given one month to respond to this correspondence.**

Conclusion

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Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (571) 272-6719. The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (571) 272- 6724.

Non-Official- 571-273-6719

06/25/05

JDJ

Jean D. Janvier

Patent Examiner

Art Unit 3622

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